

## ORDER



**Orders**  
**Order / Rev:** 718288  
**Alt Order #:** 06353188  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 431  
**Flight Dates:** 09/28/12 - 10/02/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$102,800.00	\$87,380.00
10/01/12	10/02/12	34	\$96,400.00	\$81,940.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$102,800.00	\$87,380.00	0.00
October 2012	34	\$96,400.00	\$81,940.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$199,200.00</b>	<b>\$169,320.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/28/12	09/28/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$1,600.00		0.00			
2	WUSA	10/01/12	10/02/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	1:00	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		2				\$1,600.00		0.00			
3	WUSA	09/28/12	09/28/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	1:00	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		4				\$800.00		0.00			
4	WUSA	10/01/12	10/02/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	1:00	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----		4				\$800.00		0.00			
5	WUSA	09/28/12	09/28/12	9-930a Inside Edition	CM	9-930a	----F--	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$800.00		0.00			
6	WUSA	10/01/12	10/02/12	9-930a Inside Edition	CM	9-930a	MT-----	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 718288  
 Alt Order #: 06353188  
 Flight Dates: 09/28/12 - 10/02/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 431  
**WUSA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	10/01/12	10/02/12	9-930a Inside Edition	CM	9-930a	MT-----	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$800.00		0.00			
7	WUSA	09/28/12	09/28/12	Price Is Right The Price is Right	CM	11a-12p	----F--	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$3,000.00		0.00			
8	WUSA	10/01/12	10/02/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$3,000.00		0.00			
9	WUSA	10/01/12	10/02/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MT-----	1:00	4	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$3,000.00		0.00			
10	WUSA	09/28/12	09/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$3,000.00		0.00			
11	WUSA	09/28/12	09/28/12	4-5p Dr. Phil	CM	4-5p	----F--	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,400.00		0.00			
12	WUSA	10/01/12	10/02/12	4-5p Dr. Phil	CM	4-5p	MT-----	1:00	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$2,400.00		0.00			
13	WUSA	09/28/12	09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	1:00	2	\$2,400.00	P-1	0.00	NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$2,400.00		0.00			
14	WUSA	10/01/12	10/02/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	1:00	4	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$2,400.00		0.00			
15	WUSA	09/28/12	09/28/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$3,000.00		0.00			
16	WUSA	10/01/12	10/02/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	1:00	4	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$3,000.00		0.00			
17	WUSA	09/28/12	09/28/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					2	\$3,000.00		0.00			
18	WUSA	10/01/12	10/02/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	1:00	4	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					4	\$3,000.00		0.00			
19	WUSA	09/28/12	09/28/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	----F--	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$6,000.00		0.00			
20	WUSA	10/01/12	10/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	1:00	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WUSA	10/01/12	10/02/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	1:00	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----		2			\$6,000.00			0.00			
21	WUSA	09/28/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	1:00	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		2			\$5,000.00			0.00			
22	WUSA	10/01/12	10/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	1:00	4	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----		4			\$5,000.00			0.00			
23	WUSA	09/28/12	09/28/12	Fri Prime A CSI: NY	CM	8-9P	----F--	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1			\$6,000.00			0.00			
24	WUSA	09/29/12	09/29/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	1:00	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2			\$600.00			0.00			
25	WUSA	09/29/12	09/29/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	1:00	2	\$6,000.00	P-2	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2			\$6,000.00			0.00			
26	WUSA	09/29/12	09/29/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$4,000.00			0.00			
27	WUSA	09/29/12	09/29/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	1:00	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1			\$8,000.00			0.00			
28	WUSA	09/29/12	09/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	1:00	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2			\$5,000.00			0.00			
29	WUSA	09/29/12	09/29/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2			\$900.00			0.00			
30	WUSA	09/30/12	09/30/12	NFL Today NFL Today	CM	NFL Today	-----S	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$4,000.00			0.00			
31	WUSA	09/29/12	09/29/12	NCAA Football Pre-Gam NCAA Football Pre-Game	CM	NCAA Football Pre-	-----S-	1:00	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		2			\$3,000.00			0.00			
Totals													67	\$199,200.00	